

**MARK 4290G Leveraging The Power of Media in Customer Acquisition & Retention
Fall 2019**

L1: Monday & Wednesday 0900-1020 LSK 1003
L2: Monday & Wednesday 1030-1150 LSK 1003

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LEARNING OBJECTIVES

1. To gain a broad, and deep understanding of the power generated by media alone to change behavior, particularly as it relates to customer acquisition & retention.
2. To thoroughly understand and be capable of analyzing and planning media in a marketing environment.
3. To gain enough insight into this functional specialty of marketing so that you may in the future choose this area of specialization if desired.
4. To lay a solid foundation of critical knowledge in the event you choose to pursue a career in marketing.

COURSE FORMAT

LECTURE

In this elective course, we will incorporate prior learning in marketing and give practical examples of how the basic principles are used in media planning and deployment. The clear differences between media used in General Advertising and Digital & Direct Marketing in customer acquisition and retention will be explained in detail.

There will be extensive use made of videos to illustrate the principles taught, and analysis of video material will be required to answer exam questions.

Participation is not just encouraged, but required, thus there will be classes where you will be asked to come prepared with 2 or 3 questions either from the readings or other material presented.

COURSE MATERIALS

Required Reading:

“The Medium is the Massage”, 1st Edition, Marshall McLuhan.

Strategic Social Media: From Marketing to Social Change 1st Edition
by [L. Meghan Mahoney](#) (Author), [Tang Tang](#) (Author)

Lecture slides: Lecture slides will be provided on the course website prior to each class. However, depending upon only the lecture slides will leave students at an extreme disadvantage.

COURSE MAILING LIST AND WEBSITE

A class mailing list is set up to disseminate information and make announcements. All students that have enrolled in this course are automatically included in this list.

The course website is on Canvas (<https://canvas.ust.hk/>). Lecture slides, announcements, and other materials will be regularly posted to this site. Please contact the TA if you have trouble logging in or accessing the materials.

COURSEWORK AND ASSESSMENT

The coursework requirements are listed in the following table:

<i>Coursework</i>	<i>Points (%)</i>
Mid-Term Exam	30
Final Exam	30
Group Project	30
Class Participation	08
Research Credit	2
TOTAL	100

EXAMS

There will be two exams during the semester, a mid-term and final, each carrying equal weight. All grades count, so your lowest score isn't discarded as in some other courses. Each exam will be based primarily upon the material covered during the interval between exams, but a small portion might be cumulative in nature due to natural “spillover” amongst topics and segments. If there is any overlap I will alert the class in advance.

In case you are not able to take the exams on the scheduled time due to serious illness or circumstances, the school policy on “Illness or Other Circumstances Affecting Assessment” will be followed (see below). Only students with approved exceptions will be allowed to take a make-up examination and the exam will be different from the exam-day version and substantially more difficult. Students with denied exceptions will not earn any points for missing any exam.

ILLNESS OR OTHER CIRCUMSTANCES AFFECTING ASSESSMENT (UG Academic Regulation:7.5)

If students wish the University to take into account illness or some other extenuating circumstances that have affected their performance in an examination, or ability to attend an examination, or to complete other assessment activities, they must report the circumstances of the case in writing and provide appropriate documentation to ARRO within one week of the scheduled date of the assessment activity. The Director of ARRO will review the case and make a recommendation to the relevant Dean, the Dean's designate or the Director of IPO. (http://arr.ust.hk/reg/em/em_std_reg/reg_makeup.html).

Please go to <http://arr.ust.hk/reg/forms/EX-16.pdf> to download the Report on Illness or Other Circumstances Affecting Assessment Form.

GROUP PROJECT

GROUPS WILL TASKED WITH CHOOSING AN EXAMPLE OR CASE STUDY THAT ILLUSTRATES HOW MEDIA HAS BEEN USED IN ORDER TO CHANGE CONSUMER BEHAVIOR TO YIELD POSITIVE OR NEGATIVE EFFECTS. THE OBJECTIVE OF THE PROJECT WILL BE TO PRESENT A THOROUGH ANALYSIS AND DISCUSSION OF THE UNDERLYING MEDIA, REASONABLE ASSUMPTIONS OF "INTENTION" ON THE PART OF THE MARKETERS (OR NOT, I.E. WAS IT AN ACCIDENTAL EFFECT?), POSSIBLE ADDITIONAL USES, POSSIBLE UNINTENDED CONSEQUENCES, AND METRICS THAT DEMONSTRATE THE BEHAVIORAL CHANGE, I.E. DIFFERENTIAL IN "BEFORE" AND "AFTER" IN ANY MEANGINGFUL METRIC LIKE SALES, CLICKTHROUGHS, CONVERSIONS, ETC.

CLASS PARTICIPATION

You are expected to attend every class and be on time. However, attendance itself is not sufficient to earn a good class participation grade. Learning in this class depends heavily on your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, you are expected to be prepared for class by reading the assigned materials and contributing to class discussions. To encourage discussions, I may randomly call on students to volunteer their point of view about the assigned readings/cases. Don't be afraid to express your opinions. Remember, there are often no right or wrong answers in class discussions. Instead, good answers and ideas are discovered via collaborative discussion together.

RESEARCH CREDIT

HKUST is a research institution. We, therefore, encourage students to earn research credit. Students enrolled in marketing classes are expected to earn 2 research credits (worth 2% of the grade). This can be done by either participating in two research experiments (1 hour each) or completing two research assignments. Details will be posted on the course website. The earlier you complete this the easier it will be for you. If you do not complete this requirement, there is nothing that I can substitute.

GRADING STANDARDS

GRADING

No letter grade will be assigned for individual tests or assignments. Final grades will be absolute, based solely on your own performance. After the semester is over, your numerical grade will be converted to a letter grade ranging from A+ down. The grade conversion table will be placed on the course website on Canvas.

APPEAL PROCEDURE

Out of fairness for other students, I generally do not entertain requests for re-grading an exam. If you believe, however, that your answer on a particular question of an exam has been misunderstood, you need to submit a request to be reevaluated **within one week** of receiving your score. Please attach a typed note to your exam with your name, student ID, and a short explanation for why you feel your answer deserves more points. Explanations should be specific and pertain to **the content of the question** only. Thus

explanations like “I worked really hard and deserve more points” or “My answer on this question is better than X’s” will not be acceptable. Please note that a re-evaluation request for a particular segment of the exam will lead to a complete re-evaluation of the entire exam. Thus, this comprehensive re-evaluation may cause your overall score to go up, stay the same, or go down. I will return your final grade within one week of receiving your request.

INSTRUCTOR AS A RESOURCE

Concerns, clarifications about the course materials, and any form of feedback are welcome. If there are concerns about course-related issues, bring them to my attention as soon as possible. Do not wait till the end of the quarter to have them resolved. If you wish to see me outside class, please schedule an appointment either in class or through email. If you wish to contact your TA, please directly contact her via email to set up an appointment.

ACADEMIC INTEGRITY

Students are required to maintain the highest standards of academic integrity. You are expected to work independently on all exams and assignment. Breaches of these standards of academic integrity include, but not limited to, cheating, plagiarizing, consulting external sources (including the Internet) in completing an assignment, test, or project in which such behaviors are prohibited.

TENTATIVE COURSE SCHEDULE

***Any changes will be announced either in class or through email/course website in advance.*

Wk	Class	Day	Date	Topic	Notes
1	1	Mon	Sep 2	Course Introduction	
	2	Wed	Sep 4	Definition of Media – Indepth & broad meaning	
2	3	Mon	Sep 9	Media History – Milestones & Meaning	
	4	Wed	Sep 11	Introduction to Marshall McLuhan	
3	5	Mon	Sep 16	Guest Lecture – Roland Leung	
	6	Wed	Sep 18	Guest Lecture – David Ketchum	
4	7	Mon	Sep 23	The Marketing Equation – Weight of Media	
	8	Wed	Sep 25	Other Marketing Elements – Offer & Creative	
5	9	Mon	Sep 30	Evolving Media Habits of Consumers	
	10	Wed	Oct 2	Market Research – An Overview	October 7 th is a Public Holiday – No Class
6	11	Wed	Oct 9	“Traditional” Media – Still Relevant?	
	12	Mon	Oct 14	Viral Marketing & Consumer Generated Content	
7	13	Wed	Oct 16	Mid-Term Exam	
	14	Mon	Oct 21	Measurement Metrics for Media – Attribution?	
8	15	Wed	Oct 23	Developing a Media Plan in a Marketing Environment	
	16	Mon	Oct 28	Digital Media – A “Thing”? Or a Tool?	
9	17	Wed	Oct 30	Testing in a Live Environment – An Overview of Options	
	18	Mon	Nov 4	The Role of Big Data in Media Planning & Use	
10	19	Wed	Nov 6	AI – Is It Media?	
	20	Mon	Nov 11	AR & VR – Immersive Media	
11	/	Wed	Nov 13	Social Media & Social Media Marketing	
	/	Mon	Nov 18	Flash Mobs 1.0-3.5 via Media – Real? Or Rehearsed?	
12	21	Wed	Nov 20	Trying to Make Sense of it All	
	22	Mon	Nov 25	Final Review	

13	23	Wed	Nov 27	Final Exam	